

INTELLIGENT KNOWLEDGE-CENTERED SERVICE: ESSENTIAL FOR MODERN ENTERPRISE SUCCESS



As organizations evolve towards being an Autonomous Digital Enterprise, efficient service, especially self-service, is required in order to achieve success. Employees need to find the right information they need to maximize their productivity. Deploying virtual assistants has become essential in order to helping the organization meet efficiency and customer satisfaction (CSAT) goals. However, it is critical to have a comprehensive knowledge strategy both in terms of providing the right information as well as overall curation of content.

"Knowledge is like a garden: if it is not cultivated, it cannot be harvested." -- Proverb

Knowledge-Centered Service is an effective knowledge management strategy that can transform both your organization's customer experience and employee loyalty. Working with KCS[®] (Knowledge-Centered Service) can make the difference between being just above average and greatness. KCS is a simple idea that creates profound benefits. The idea is that you should integrate the creation and maintenance of knowledge into the daily problem-solving process.

Let's take a look at 4 ways Intelligent-Knowledge Management services can impact organizations:

1. **Operational Efficiency**

The first benefit your organization can take advantage from after implementing Knowledge-Centered Service is operational efficiency. When agents understand the importance of integrating the use of knowledge into their daily workflow, they'll realize that working with a structured

problem-solving process will help them produce better, more effective solutions. Integrating the use of a knowledge base into the workflow enables agents to benefit from the collective experience of the organization. This will be recognized as both increased capacity, and the ability to introduce both new people and new work into the organization with a lot less effort and time. The collective experience will always be more precise and complete than any individual's contribution.

2. **Self-Service Success**

Agents are producing structured knowledge by integrating the reuse of existing knowledge, improving it when needed, and capturing new knowledge in their workflow. The outcome is that the organization will within a short time (usually somewhere between 4-6 months) have a knowledge base filled with structured content in the customer context, which is developed on demand. As a result, this knowledge is both findable and usable for both agents and customer. And, since the goal is to provide knowledge that is available for those who need it, when they need it, we need to push out as much knowledge as possible for self-service.

This greatly reduced the time and effort it takes customers to find relevant information, or having to figure out when and where to contact for help. An effective self-service solution helps giving answers to customers for known problems, giving agents the opportunity to focus on solving new challenges and opportunities.

3. **Organizational Improvement**

This may be most valuable benefit from KCS- the identification and prioritization of opportunities to improve our processes, policies, products and services. Because AI/ML depends upon set processes and rules, intelligent automation results can be maximized and optimized for ultimate impacts. Patterns and trends that arise from our collective experience in the knowledge base ease the investigation of possible actions. Root cause analysis is for example a very powerful way of assessing which curative actions we should prioritize for achieving the best possible impact on our effectiveness and improvement in productivity, as well as a healthier customer-centric experience.

4. **Organizational Learning**

The final benefit is how we as an organization can learn from each other. With KCS, knowledge is captured and made available for reuse during the resolution process, simplifying the documentation process and creating value articles that are searchable and readable. Agents can rely on their knowledge base content and learn from every interaction. By adding an article to their incident, the agents are also confirming that they understand and believe in the resolution. Knowledge is continually gained through interactions and experience. As we acquire more experience, we supplement, improve, and correct our knowledge. Therefore, our knowledge constantly evolves, although it never is perfect or truly complete. We all know our individual knowledge is power. But a group's shared knowledge is even more powerful.

Intelligent knowledge management service is, not only a key area organizations are heavily investing in, but also is a key differentiator in helping employees, groups and the entire enterprise for

competitive market success. It's not enough to create knowledge and present the information. Instead, curated, effective knowledge is the only way to meet self-service and service efficiency goals.